

ORDER



KSDK

Orders
Order / Rev: 724082
Alt Order #: 06382711
Product Desc: MO PMCSA
Estimate: C30N06
Flight Dates: 10/30/12 - 11/05/12
Original Date / Rev: 10/22/12 / 10/22/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Smart Media Group Inc/ POL
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: MO Petroleum Marketers & Conv. Stor
Demographic: A35+
Product Codes: IS-Issue/Ballot
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	23	\$42,910.00	\$36,473.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	23	\$42,910.00	\$36,473.50	0.00
Totals	23	\$42,910.00	\$36,473.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	51%	\$42,910.00
Market	100%	\$84,137.25

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	17%	\$14,303.33
KETC	0%	\$0.00
KMOV	0%	\$0.00
KNLC	0%	\$0.00
KPLR	11%	\$9,255.10
KTVI	21%	\$17,668.82
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	11/02/12	11/02/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	----F--	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	----F--		1		\$2,800.00		0.00					
E 2	KSDK	11/02/12	11/02/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	----F--	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00

Advertiser:	MO Petroleum Marketers & Conv. Store
Product Desc:	MO PMCSA
Estimate:	C30N06

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	----F--		1		\$1,250.00		0.00							
E 3	KSDK	11/02/12	11/02/12	Fri Prime C Dateline	CM	9-10P (9:00 PM-10:00 PM)	----F--	:30	1	\$4,500.00	P-1	0.00	NM	1	\$4,500.00		
DATELINE																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	----F--		1		\$4,500.00		0.00							
E 6	KSDK	11/03/12	11/03/12	Sat 6p News Channel 5 at 6P Sat	CM	6-630P	-----S-	:30	1	\$1,575.00	P-1	0.00	NM	1	\$1,575.00		
LOCAL NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S-		1		\$1,575.00		0.00							
E 7	KSDK	11/03/12	11/03/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00		
TODAY IN ST LOUIS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S-		1		\$550.00		0.00							
E 8	KSDK	11/03/12	11/03/12	630-7P Wheel Sat 630-7P Wheel of Fortune Sat	CM	630-7P	-----S-	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00		
WHEEL OF FORTUNE																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S-		1		\$1,125.00		0.00							
E 9	KSDK	11/03/12	11/03/12	Breeders' Cup World Th Breeders' Cup World Thoroughb	CM	7-8P (7:00 PM-8:00 PM)	-----S-	:30	1	\$1,350.00	P-1	0.00	NM	1	\$1,350.00		
ENCORE																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S-		1		\$1,350.00		0.00							
E 10	KSDK	11/03/12	11/03/12	Sat Prime B Chicago Fire	CM	8-9P	-----S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00		
ENCORE																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S-		1		\$900.00		0.00							
E 11	KSDK	11/03/12	11/03/12	Sat 9a Sat 9-10a	CM	9-10A	-----S-	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00		
NEWS 5 AT 9																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S-		1		\$1,125.00		0.00							
E 12	KSDK	11/03/12	11/03/12	Sat Prime C Law & Order: SVU	CM	9-10P (9:00 PM-10:00 PM)	-----S-	:30	1	\$1,350.00	P-1	0.00	NM	1	\$1,350.00		
ENCORE																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S-		1		\$1,350.00		0.00							
E 13	KSDK	11/04/12	11/04/12	NC5 at 5P Sun News Channel 5 at 5P Sun	CM	5-530P	-----S	:30	1	\$1,575.00	P-1	0.00	NM	1	\$1,575.00		
LOCAL NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S		1		\$1,575.00		0.00							
E 14	KSDK	11/04/12	11/04/12	Sun 6-7A Sun 6-7A	CM	6-7A	-----S	:30	2	\$550.00	P-1	0.00	NM	2	\$1,100.00		
TODAY IN ST LOUIS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S		2		\$550.00		0.00							
E 15	KSDK	11/04/12	11/04/12	Football Night in America Football In America	CM	6-715p	-----S	:30	1	\$3,375.00	P-1	0.00	NM	1	\$3,375.00		
FOOTBALL NIGHT AMER																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S		1		\$3,375.00		0.00							
E 16	KSDK	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00		
TODAY SHOW																	

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 Alt Order #: 06382711
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: MO Petroleum Marketers & Conv. Store
 Product Desc: MO PMCSA
 Estimate: C30N06

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	KSDK	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S			1			\$1,125.00		0.00			
E 17	KSDK	11/01/12	11/01/12	M-F 430-5p Jeopardy	CM	430-5p	---T---	:30	1	\$1,235.00	P-1	0.00	NM	1	\$1,235.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---			1			\$1,235.00		0.00			
E 18	KSDK	11/01/12	11/01/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	---T---	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---			1			\$2,800.00		0.00			
E 19	KSDK	11/01/12	11/01/12	Thu Prime C Rock Center with BW	CM	9-10P	---T---	:30	1	\$3,150.00	P-1	0.00	NM	1	\$3,150.00
ROCK CENTER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---			1			\$3,150.00		0.00			
E 21	KSDK	10/30/12	10/30/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	-T-----	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----			1			\$2,800.00		0.00			
E 24	KSDK	10/31/12	10/31/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	--W----	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----			1			\$1,250.00		0.00			
N25	KSDK	10/30/12	10/30/12	Tues Prime Other THE VOICE 7-9P	CM	THE VOICE 7-9P (7:00 PM-9:00 PM)	-T-----	:30	1	\$7,875.00	P-1	0.00	NM	1	\$7,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----			1			\$7,875.00		0.00			
N26	KSDK	10/30/12	11/02/12	M-F 4-5A 4-5A	CM	4-5A	-TWTF--	:30	2	\$50.00	P-1	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--			2			\$50.00		0.00			
													Totals	23	\$42,910.00